

## ORDER



**Orders**  
**Order / Rev:** 707537  
**Alt Order #:** 06285305  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 1248  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	56	\$89,950.00	\$76,457.50
08/27/12	08/27/12	13	\$16,500.00	\$14,025.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$89,950.00	\$76,457.50	0.00
September 2012	13	\$16,500.00	\$14,025.00	0.00
<b>Totals</b>	<b>69</b>	<b>\$106,450.00</b>	<b>\$90,482.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/21/12	08/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		1X/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		4				\$1,000.00		0.00			
2	WKYC	08/21/12	08/24/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		1X/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		4				\$1,000.00		0.00			
3	WKYC	08/21/12	08/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		1X/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		4				\$550.00		0.00			
4	WKYC	08/21/12	08/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		2X W,F; 1X TU,TH													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF - -		6				\$500.00		0.00			
5	WKYC	08/21/12	08/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		1X/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Alt Order #: 06285305  
 Flight Dates: 08/21/12 - 08/27/12

Advertiser: Restore Our Future  
 Product Desc: RESTORE OUR FUTURE  
 Estimate: 1248  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	08/21/12	08/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- TWTF - -	4		\$750.00		0.00						
6	WKYC	08/21/12	08/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- TWTF - -	4		\$2,000.00		0.00						
7	WKYC	08/21/12	08/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	4	\$3,000.00	P-2	0.00	NM	4	\$12,000.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- TWTF - -	4		\$3,000.00		0.00						
8	WKYC	08/21/12	08/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- TWTF - -	4		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	NKYC	08/20/12-08/26/12		M-F 7-730p	7-730p		- TWThF - - - -	:30	<del>(\$1,200.00)</del>	0.00	NM				
See MG 14.2 [Indians Game]															
9	WKYC	08/21/12	08/24/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
2X TU,F; 1X W-TH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- TWTF - -	6		\$750.00		0.00						
10	WKYC	08/21/12	08/25/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TW- FS-	:30	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- TW- FS-	4		\$2,800.00		0.00						
11	WKYC	08/23/12	08/23/12	Thu Prime C Thu Prime C	CM	10-11p	- - - T - - -	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- - - T - - -	1		\$6,500.00		0.00						
12	WKYC	08/24/12	08/24/12	Fri Prime C Fri Prime C	CM	10-11p	- - - - F - -	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- - - - F - -	1		\$4,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/20/12-08/26/12		Fri Prime C	10-11p		- - - - - F - - - -	:30	<del>(\$4,500.00)</del>	0.00	NM				
See MG 12.2 [NA d/t Game]															
2	NKYC	08/24/12-08/24/12		Browns Pre-Season Football	Browns Pre-Seas		- - - - - F - - - -	:30	\$4,500.00	0.00	NM				
Ⓜ MG for 12.1 08/24															
13	WKYC	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- - - - - S -	1		\$1,000.00		0.00						
14	WKYC	08/25/12	08/25/12	Sat 730-8p Sat 730-8P	CM	730-8p	- - - - - S -	:30	1	\$500.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- - - - - S -	1		\$500.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WKYC	08/25/12	08/25/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/20/12-08/26/12		Sat 730-8p		730-8p	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
	See MG 14.2 [game]														
2	NKYC	08/27/12-08/27/12		M-F 6-630p		6p-630p	M-----	:30		\$1,700.00		0.00	NM		
	Ⓜ MG for 8.4,14.1														
15	WKYC	08/25/12	08/25/12	Sat Prime C Sat Prime C	CM	10-11p	-----S-	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		2				\$1,700.00		0.00			
16	WKYC	08/25/12	08/26/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
	1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----SS		2				\$2,000.00		0.00			
17	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$1,000.00		0.00			
18	WKYC	08/26/12	08/26/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$3,000.00		0.00			
19	WKYC	08/26/12	08/26/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$550.00		0.00			
20	WKYC	08/26/12	08/26/12	NFL Regular Season Football NFL Football	CM	NFL Football (8:15 PM-11:30 PM)	-----S	:30	3	\$3,500.00	P-2	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		3				\$3,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/20/12-08/26/12		NFL Regular Season Football		NFL Football (8:15 PM-11:30 PM)	-----Su	:30		<del>(\$3,500.00)</del>		0.00	NM		
	See MG 20.4,20.5,20.6														
2	NKYC	08/20/12-08/26/12		NFL Regular Season Football		NFL Football (8:15 PM-11:30 PM)	-----Su	:30		<del>(\$3,500.00)</del>		0.00	NM		
	See MG 20.4,20.5,20.6														
3	NKYC	08/20/12-08/26/12		NFL Regular Season Football		NFL Football (8:15 PM-11:30 PM)	-----Su	:30		<del>(\$3,500.00)</del>		0.00	NM		
	See MG 20.4,20.5,20.6														
4	NKYC	08/26/12-08/26/12		NFL Pre Season Football		NFL Pre-Season I	-----Su	:30		\$3,500.00		0.00	NM		
	Ⓜ MG for 20.2,20.1,20.3 nfl late run														
5	NKYC	08/26/12-08/26/12		NFL Pre Season Football		NFL Pre-Season I	-----Su	:30		\$3,500.00		0.00	NM		
	Ⓜ MG for 20.2,20.1,20.3														
6	NKYC	08/26/12-08/26/12		NFL Pre Season Football		NFL Pre-Season I	-----Su	:30		\$3,500.00		0.00	NM		
	Ⓜ MG for 20.2,20.1,20.3														
21	WKYC	08/27/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$1,000.00		0.00			
22	WKYC	08/27/12	08/27/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$1,000.00		0.00			
23	WKYC	08/27/12	08/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00

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23	WKYC	08/27/12	08/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$550.00		0.00				
24	WKYC	08/27/12	08/27/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		2			\$500.00		0.00				
25	WKYC	08/27/12	08/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$750.00		0.00				
26	WKYC	08/27/12	08/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$2,000.00		0.00				
27	WKYC	08/27/12	08/27/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$3,000.00		0.00				
28	WKYC	08/27/12	08/27/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$1,200.00		0.00				
29	WKYC	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		2			\$750.00		0.00				
30	WKYC	08/27/12	08/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-----		1			\$2,800.00		0.00				
Totals													69	\$106,450.00	